No. 66 YORK STREET,

PHONE 1048.

... London, Ont.

TIME ORDERS A SPECIALTY. A TRIAL SOLICITED.





SMITH BROS.,

LEADING PLUMBERS.

376 RICHMOND STREET., - LONDON, ONT.



LONDON. ONT.

FIRST-CLASS IN ALL APPOINTMENTS.

SPECIAL RATES FOR

CHAS. W. DAVIS,

READ AND REFLECT.

Doors open for matinees at 2 p. m.; curtain rises at 2.30 p. m.

Evenings.—Doors open at 7.30, and curtain rises at 8.15 p. m. sharp.

Tickets can be reserved two days in advance without extra charge.

Office open from 9 a. m. to 9 p. m.

Seats can be secured by mail, telegraph or telephone. Telephone 732.

Seats ordered by Telephone or in Person, and not called for by 7 30 o'clock on the night of performance, will then be sold to avoid loss to the Theatre.

Physicians are requested to register at the Box Office, leaving seat number, as this will enable Ushers to find them, if called for, without disturbing the audience.

Children in arms not admitted to evening performances. Children three years old or over, full price.

Patrons will confer a favor by reporting to the management any incivility or inattention on the part of the employees, and annoyances of any nature.

If the individual members of an audience would stop to think for just an instant, they would undoubtedly appreciate the fact that the habit of rising from their seat and leaving the theatre before the curtain falls, is a most annoying one, and one that should be stopped. We therefore beg our audiences to kindly remain in their seats until the close of the performance.

Electric Cars will be waiting on Richmond St. for all parts of the City, at the close each performance.

Carriages can be ordered at the Box Office or of the Chief Usher.

For all lost articles, apply at Box Office.

It is strange, but there is a class of people that seem to take an intense delight in bespattering the floor with tobacco juice, and in being boisterous and using profane language. These people should know at once that the courts authorize their immediate expulsion, should the management see fit to exercise its rights.

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DAVIS,

sharp. charge.

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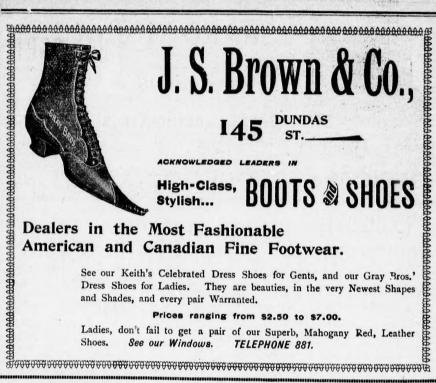
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HERE IS YOUR



What Is Your Hurry?

BELTZ





GRAND TRUNK Railway System.

For all Points

NORTH or SOUTH, EAST or WEST.

TAKE THE

Great Double-Track Highway.

Baggage passed United States Customs here, and checked through to destination.

Sleeping car accommodation secured in advance.

OFFICES : "CLOCK" COR. RICHMOND and DUNDAS STS. & G.T.R. DEPOT

PROSPECTIVE HOUSEKEEPERS___

A serious problem for prospective housekeepers is the great original outlay necessary for the purchase of appropriate furniture and carpets. We can be of service to all such. They'll be surprised to learn upon how small an investment they can begin, while veteran housekeepers will be amazed by some of our offerings. For Instance:

A FIVE-ROOMED HOUSE FURNISHED COMPLETE FOR \$100.

AND DO IT NICELY IN OAK WOOD-

John Ferguson & Sons

174 to 180 KING ST., LONDON.

WE PRESS YOUR

DRESS SUIT

HOUR'S NOTICE

Charges Moderate.

W. STEIN.

'Phone 316.

Over McCallum's Drug Store

PATTEN BROS.,

- FOR -

Fine Wailoring

179 DUNDAS ST.

TIME FOR A NEW ONE.

"Say, papa, are you going to New York to-morrow?"

"I guess so, Nannie. Why?"
"Well, I wish you would get me a
new tooth brush; my old one is moulting."

SMOKE

MeKenna's



THE BEST SC. CIGAR IN THE

225 Dundas Street.

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LONDON, ONT.

THURSDAY, FRIDAY, SATURDAY MATINEE AND EVENING,

October 15th, 16th and 17th.

OWEN

AND COMPANY.

Under the Management of BEN. H. ATWELL, and under the personal Stage Direction of MR. J. W. McCONNELL.

THURSDAY, OCT. 15th.



SHAKESPEARE'S SUBLIME TRAGEDY.

Romeo and Juliet.

PROGRAMME-Continued on Page 7.

BRADFORD & HODGINS. Confectioners and Caterers,

-194 DUNDAS STREET.



WE respectfully announce that we have remodelled and refitted our store throughout, making it one of the finest in the Province. Our LUNCH and REFRESHMENT PARLORS are spacious, light, airy and fully equipped, and we are now prepared to provide LUNCHES in a manner that will be appreciated by the general public. Our facilities for supplying ICE CREAM and SODA WATER beverages are of the best. We respectfully solicit your patronage. BRADFORD & HODGINS.

CIVE US A CALL AFTER THE CLOSE OF THE PERFORMANCE.

Hub Restaurant

203 & 2051/2 DUNDAS ST.,

STEVENS & NICOL.

.... LONDON, ONTARIO.

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IMPORTED and DOMESTIC WINES, LIQUORS and CIGARS. **(O)**

Private Dining Parlors.
Cafe Open Until 12 o'clock.

600PER & SANDERS

Platino Photographs

ARE THE BEST

Special Rates for October.

Studio:

Cor. Dundas and Richmond,

WHAT HAROLD MEANT.
Mother-Every name means something-Harry, the bold, Charles, the brave, William, the good, Harold, the

Helen (starting from a reverie) — Harold—Oh, yes, Harold means business. He told me so last night.

COAL.

OURS

IS A WINNER
IS A REPEATER
A COMFORT GIVER
A SATISFIER
VERY LITTLE SILVER BUYS IT
AND IT MAKES ITS POSSESSOR
RICH AS A GOLD BUG

CAMERON'S

OFFICE-HISCOX BUILDING.
YARD-BURWELL ST., AT Q.T. R.

A. WOLF

M

For CIGARS and TOBACCO.

SMOKE THE-

Richmond and THE BEST 50 MG

OPEN AFTER EVERY PERFORMANCE, OPPOSITE BANK OF TORONTO.

Little Sister—"Mamma says Mr. Nextdoor is suffering from a complication of diseases." Little Brother—"I guess that's so. I have seen three different doctors go in there this morning."—Good News.

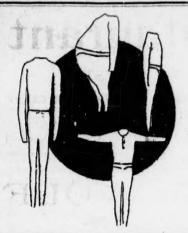
JOSEPH DAMBRA,

Merchant Tailor...

> New Goods. Latest Styles.

2621 DUNDAS STREET,

London, Ontario.



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GRAHAM BROS.

Gentlemen's Underclothing

FOR ALL SIZES AND SHAPES

Cheaper than Ever.

GRAHAM BROS..

London's Furnishers and Hatters.

PROGRAMME—Continued from Page 5.

CAST OF CHARACTERS.

Paris, suitor to Juliet	
Capulet. Mercutio, friend to Romeo	Lee Bernheim
Mercutio, friend to Romeo	Frederick Hartley
Benvolio, Romeo's Cousin	Charles Stoddard
Tybalt, nephew to Lady Capulet	Everett King
Peter, servant to Juliet's nurse	J. R. Amory
Friar Laurence (Francescan)	J. W. McConnell
The Apothecary	Charles Stoddard
JULIET	Miss Antoinette Ashton
Lady Capulet	Miss Maud Baker
Juliet's Nurse	Miss Louise Meridith
— AND —	A A CONTRACTOR
ROMEO, of the House of Montague	WILLIAM OWEN

SYNOPSIS.

ACT I.—Scene I.—A street in Verona.

Scene 2.—Hallway in Capulet's house. Scene 3.—Ball Room.

Meeting of Romeo and Juliet.

ACT II.—Balcony scene.

ACT III.—Scene II.—Friar Laurence's cell. Scene 2.—Street in Verona. Scene 3.—Juliet's garden. Scene 4.

Friar Laurence's cell. Scene 5.—Street in Verona. Roomeo, Scene 2.—Juliet's chamber. Frarewell.

Scene 3.—Juliet seeks Friar Laurence's cell. Banishment of Romeo, Scene 2.—Juliet's chamber. Farewell.

Scene 3.—Juliet seeks Friar Laurence. Scene 4.—Juliet's chamber.

ACT V.—Scene T.—Friar Laurence. Scene 4.—Juliet's chamber.

ACT V.—Scene T.—Friar Laurence. Scene 4.—Juliet's chamber.

ACT Scene 3.—Ball Room.

TO-MORROW EVENING, HAMLET.

PROGRAMME-Continued on Page 9.



THERE ARE FLOWERS AND FLOWERS AND FLOWERS, BUT

XAMMAGE'S FLOWERS

FLOWERS.

When you want something better than you can get anywhere else.





TRONG'S

DRUG_

AND ALL TOILET ARTICLES. SEGENCIOSES

Advertising is the foundation of all successful enterprises. If your advertisement was here it would be read by every visitor to this theatre.

ondon Printing Lithographing Company

PRINTERS, LITHOGRAPHERS. DESIGNERS and ENGRAVERS....



FREE PRESS BUILDING } London, Ont.

First-Class Work!

Right Prices!

An Authority

on birds, to explain little difficulties-that's what users of COTTAMS SEED enjoy. Directions on each packet embody the best professional practice; and a stamp for reply will bring you advice by return mail.

BE SURE "BART. COTTAM & CO." is on each label, and patent "Bird Bread," patent Holder and Beak Sharpener inside. Sold everywhere, 19c, Read Cottams "Book on Birds,"—by mail, 26c.

[1]

We have boiled the hydrant water;
We have sterilized the milk;
We have strained the prowling microbe
Through the finest kind of silk;
We have bought and we have borrowed
Every patent health device,
And at last the doctors tell us
That we've got to boil the ice.—Ex.

WANTED A CHANGE.

Smart-What ever induced your uncle to marry the widow of a man who was hanged?

Simpson-He has been married to widows before, and said he was tired of having the virtues of former husbands flung in his face.

After the Opera

NOLAN.

Where you can get all the leading brands of

CIGARS, CIGARETTES AND TOBACCOS.

OPERA CIGAR STORE: MASONIC TEMPLE,

When you go home after the Opera



AND TEFL TIRED, A CUP OF

Sold by

7250

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IPLE,

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Fitzgerald, Seandrett & Co.

IS THE BEST STIMULANT YOU CAN TAKE.

IT IS PERFECTLY PURE.

PROGRAMME—Continued from Page 7.

Friday, Oct. 16th

...HAMLET...

CAST OF CHARACTERS.

Cladius, King of Denmark	
	Frederick Hartley
	Everett King
Rosencranz	Lee Bernheim
Guildenstern	Charles Stoddard
Oris	Frances Fletcher
Bernardo	P. J. Hillard
First Actor	F. Hartley
Second Actor	Charles Radford
	J. R. Amory
Second Grave Digger	Lee Bernheim
Ghost of Hamlet's Father	J. W. McConnell
Oueen	
Onhelia	Miss Antoinette Ashton
Player Queen	Miss Maud Baker
rayer Queen	— AND —
TEARET TIME	MP WILLIAM OWEN

SYNOPSIS.

ACT I.—Scene I.—Throne Room. Coronation of Claudius, King of Denmark. Hamlet learns of the appearance of his father's ghost. Scene 2.—Polonius' advice to his son. Scene 3.—First appearance of the ghost. Scene 4.—Hamlet's interview with his father's spirit.

ACT II.—Appearance of the Players.

ACT IV.—Closet Scene.

ACT VI.—Burial of Ophelia.

PROGRAMME-Continued on Page 11.

Fine Merchant Tailoring.

THE FINEST ASSORTED STOCK IN THE CITY OF IMPORTED

Suitings, Overcoatings & Trouserings.

Let us make your clothes, and possess an amount of comfort and satisfaction that will be a surprise to you.

134 DUNDAS ST.

A. SCREATON & CO.

156 DUNDAS STREET.

FOR CHOICE

Liquors Champagnes.

Charter s a s Trolley

FOR YOUR

Theatre Parcy!

LONDON ST. RAILWAY CO

Who was the first wheelman?—Father Time. From the beginning he has gone on bycycles.

R. MITCHELTREE

-DEALER IN ALL KINDS OF-

FRESH and SALT MEATS
BOLOGNA, FRESH PORK, SAUSAGE,
Head Cheese, Black Pudding, Lard, Tripe, Etc.

153 KING STREET, NEAR RICHMOND.

ORDERS PROMPTLY ATTENDED TO.
TELEPHONE 862.

COAL!

CROSS CUT LEHIGH COAL.

WORTH 10% MORE THAN ANY OTHER HARD COAL.

BOWMAN & CO.,

Corner Bathurst & Clarence Streets.

W. BROPHY

FIRST-CLASS

BARBER SHOP,

Shaving, Shampooing, Haircutting, Etc.





Grigg House

LONDON, ONT.

THE LEADING COMMERCIAL HOUSE OF THE WEST.

SPECIAL RATES TO THEATRICAL PEOPLE. E. HORSMAN,

PROPRIETOR.

PROGRAMME-Continued from Page 9.

EXECUTIVE STAFF FOR MR. OWEN.

During the evening, incidental to the stage performance, the Orchestra, under the Direction of MR. F. L. EVANS, will perform the following selections:

 MARCH—.
 "Arlington"
 Watts

 SELECTION—.
 "Dorothy"
 Cellier

 WALTZ—.
 "Irene"
 Bennet

 Two STEP—.
 "Vulcan".
 Pettee

The above Programme subject to transposition.

427 N. B.—The Orchestra at the Grand Opera House may be secured for engagements outside the theatre, by applying at or addressing the Box Office.

THE GERHARD HEINTZMAN PIANO

-USED IN THIS OPERA HOUSE WAS SUPPLIED BY-

Warerooms: 229 Dundas St., London. ... W. MCPHILLIPS.

MARRIAGE LICENSES,

WEDDING RINGS,

AND OPERA GLASSES FROM

402 RICHMOND THOS. GILLEAN,

Jeweler and Optician.

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PROGRAMME-Concluded.

NEXT— ATTRACTION.

Four Nights Only: MON., TUES., WED. and THURS. OF NEXT WEEK.

The Wonder of the 19th Century!



EVA FAY

IN HER WEIRD, MARVELOUS, MYSTERIOUS, INTERESTING AND AMUSING ENTERTAINMENT, INCLUDING HER

LATEST ORIENTAL SENSATION,

"SOMNOLENCY."

Remarkable Demonstration of a Remarkable Power.

ENTIRE BALCONY, Reserved, 25c. OTHER PRICES: 15c., 25c. and 50c.

JUST TELL THEM THAT YOU SAW ME AT THE SAME OLD STAND.

The Office Restaurant, 378 RICHMOND ST.,

A PLEASANT SMILE TO ALL

BILLIE & DAVE.

D. SARE, Prop.

BELTON & ROOTE

POSTING,
DISTRIBUTING
AND GENERAL
ADVERTISING
AGENTS.

Control all the Bill Boards and Dead Walls throughout the city. Population of city, 40,000.

All orders for Bill Posting, Distributing, Card Tacking, and General Advertising for Western Ontario, will receive prompt attention.

OFFICE : Box Office, Opera House.

A REAL ESTATE JOKER.

An uptown real estate man had sent the facetious man to look at a house he said he wanted. The prospective tenant found it in need of extensive repairs, and went back to the agent's office.

"I didn't want a six-room house," he said solemnly.

"That isn't a six-room house," retorted the agent.

"Yes, it is."

SING

"But I say it is not," and the agent began counting them: there's the kitchen, two bedrooms, receptionroom and dining-room; that's five, ain't it?

"Yes, and there's room for improvement; that's six," added the facetious man, and wanted to see semething else.

A CRANIUM CURE.

My friend lay tossing, wild with pain, Upon his restless bed; He rolled his eyes in agony, And pressed his aching head,

I whispered low—he quick replied:
"I never thought of that;
E'en as you say, I'll go to-day
To GRAHAM THE HATTER, for a hat.

When next I saw him he was well And free from every pain; The Hat had wrought a perfect cure Where physic's aid was vain.

And when o'er his ambrosial curls I saw his Beaver shine— Upon my sacred oath, I swear I wished that Hat was mine.

A good advertiser recognizes the value of a good medium. Theatres are the attractions, Programmes the medium. Try them.

Speaking about Tragedy!

There have been several narrow escapes in London recently.

A Broken Plank

was the cause. You possibly have a poor stretch of walk in front of your premises. Our Telephone No. is 653.

And Lumber is Cheap.

Before you place an order for Inside Finishing, remember that we have an elegantly equipped factory and a great reputation on that class of work.

GEO. H. BELTON

LUMBER YARD, YORK STREET.

Honest instinct comes like a volunterr, sure never to overshoot, but just to hit, while still too wide or short of human wit.—Pope.

TOO MUCH.

Banns-You didn't know that I was once engaged to marry your wife, did you?

Danns-No; who broke the engagement?

Danns—Did, eh? (Smashes him, and pounds him within an inch of his life). There, now; if you ever play a trick like that on me again, I'll kill you the next time.

JAMIE'S OFFER.

Jamie is a bright-eyed boy who belongs to a family of seven children. He has an uncle living in the country twenty miles from his city home, and he loves to visit him.

Although he is only six, he shows great fondness for animals, and during his last visit he was much interested in a little calf there, and kept teasing his uncle to sell it to him to

Finally the uncle asked: "What would you pay me for the calf?'

Jamie replied : "I haven't much money, but I could trade the baby for the calf, for we have a baby at our house most every year."

BEHIND THE TIMES.

Colonel - "Yes, that silver plate was handed down to me by my great grandmother, dear soul, who has been in heaven these sixty

Mrs. Parvenco- "Bless me! How awfully behind the times they are up there, aren't

A PLACE TO STAY IN.

"Kind sir," said the well-dressed stranger to a resident of the city, "is there a home for the friendless in this place?"
"Yes, there is; but you don't look as though you were forced to seek such a refuge."

"You must not judge by appearances, sir. I am a baseball umpire.

AN EFFECTIVE ONE. TOO.

Miss Kilduff-" How did Blanche manage to get a husband?"

Miss Kittish-"She utilized a matrimonial

Miss Kilduff-"She surely didn't! What matrimonial agency did she utilize?"
Miss Kittish—"A hammock."

ECONOMICAL.

Bingo-" I shouldn't think you could afford

to let your wife go to so many matinees."

Kingley—"Why not? It keeps her away from the dry-goods stores at least two hours and a-half

Patrons of this Theatre will confer a favor by reporting any discourtesy on the part of employees, to A. E. ROOTE, Manager.

Parties finding lost articles in any portion of this Theatre will please leave them at the Ticket Office.

Parties losing any articles in this Theatre will please inquire at the Box Office.

PERENE PERENE PERENE

When You Have

Lithographing,
Bill Posting,
Distributing,
Country Work,
or Advertising

Of any kind to do, Don't forget the

LONDON POSTING AGENCY.

"Sir!" GIVEN TO SLANG.

That was the sound that he heard when he asked her for just one litt.

"Sir!"

There was so much emphasis to the sound that came from her pretty lips that he longed to have the ground open and swallow him up.

"Cert!"
When she finished the word he at last realized that she was only a new woman somewhat given to slang.—Chicago Evening Post.

A GREAT POSSIBILITY.
We have discovered a plan to get around, or rather to get over the tall wide theatre hat. It is single, le,

Just have the celling of the theatre made of huge mirrors, then at any critical moment the unhappy wretch who was quarantined behind a mass of ostrich plumes could look up for help and get it, instead of wanting to call in the other direction for aid as at present he does.

Advertising is the foundation of all successful enterprises. If your advertisement was here it would be read by every visitor to this theatre.

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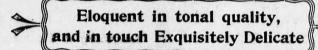
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eatre

REAUTIFUL.

IS THE WORD WHICH EVERYONE USES AT FIRST SIGHT AND SOUND OF THE

MODEL BELL PIANO





The production of these elegant instruments (which have been termed "The Artistic Standard of Canada") has been a veritable triumph for the great firm of BELL, and has not been without its effect in other quarters. Unscrupulous dealers—and there are many of them in the piano trade unfortunately—have risen to the attack, and while such straws show plainer than any words of ours the direction in which public favor is blowing, it behoves us to issue a word of warning to intending the beauty.

us to issue a word of warning to intending purchasers—No matter what influence is brought to bear upon you, insist upon seeing and hearing the **Bell Plano** before committing yourself elsewhere. They may not be so cheap as other instruments, But Remember This—



ADDITIONAL PLEASURE AFFORDED BY A NEW MODEL BELL PIANO IS WELL WORTH THE EXTRA MONEY IT COSTS.

WE CORDIALLY INVITE YOUR INSPECTION. A PLEASURE TO SHOW INSTRUMENTS.

BELL PIANO WAREROOMS:

211 DUNDAS STREET.

LONDON. ONTARIO.